



## **John K. Morrow**

Vice President, Strategy Development and Execution, Transmission Network Systems  
Scientific Atlanta, A Cisco Company

John Morrow is Vice President, Strategy Development and Execution, Transmission Network Systems for Scientific Atlanta, A Cisco Company. In this role, he is responsible for leading the development of strategies for profitable growth in Digital Media Networks and Transport and Access Networks—the two business units within Scientific Atlanta’s Transmission Network Systems. Products within these two business units range from advanced video compression encoders and multiplexers, to optical and RF electronics. Additionally, Morrow is responsible for tracking strategy execution and competitive benchmarking.

Morrow joined Scientific Atlanta as Director of Strategic Planning and Marketing in 1994, and has held positions in Mergers & Acquisitions, business development, and general management.

Prior to joining Scientific Atlanta, Morrow worked in strategy consulting as a Manager for Corporate Decisions, Inc. (CDI) in Boston, MA. He also worked for 5 years in the U.S. Navy where he completed studies in nuclear engineering and served as a fast-attack submarine officer on board USS *Chicago* (SSN-721).

Morrow earned a Bachelor of Science degree from the U.S. Naval Academy and a Master in Business Administration from Harvard Business School. He is a member of CTAM and SCTE.